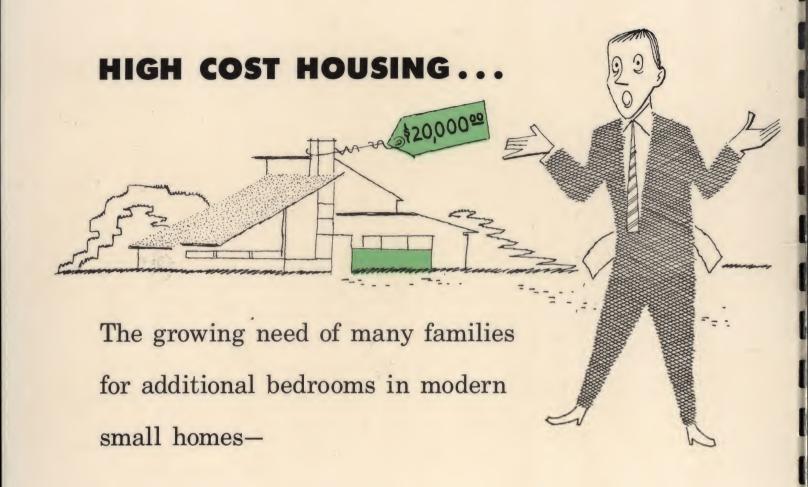


with the new KROEHLER Sleep-or-Lounge



DESPERATE in many cases—

Means big opportunity

big business

for the Kroehler dealer who features

America's finest dual-purpose furniture . . .



At last . . . dual-purpose furniture that any woman is proud to bring into her living room!



Matching lounge chair also available

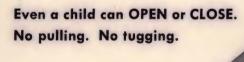
#### ONLY KROEHLER ...

World's Largest Furniture Manufacturer combines LIVING ROOM STYLING like this with such SUPREME SLEEPING COMFORT





No other dual-purpose furniture has such easy, positive opening and closing action.



# AMAZING COUNTER-POISE ACTION

a demonstration sensation!

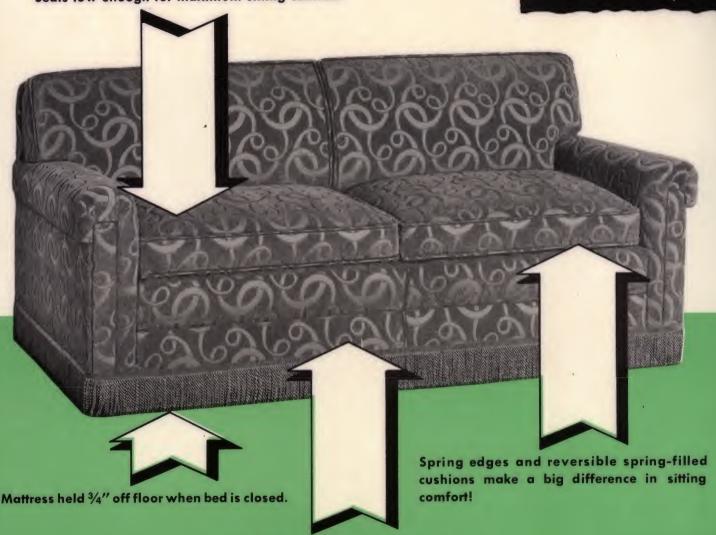


A gentle touch does it. Out floats the luxurious full-size double bed!

#### No other dual-purpose

Seats low enough for maximum sitting comfort!

that w



Superb decorator fabrics! All wanted colors!

- Smart styling that keeps the secret
   of the full-size double bed it contains!
- None of the bulky hard look of ordinary dual-purpose furniture

# furniture offers all these

### in important volume sales

Spring link fabric covers full length of bed.



Counter-poise action opens bed smoothly and easily!

Steel spring helicals support link fabrics.

### competitive...real REASOI

## for you!

Sit on cushions and mattress—not the steel bed frame.



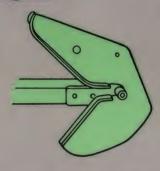
No wasted space! Bed mounts to sofa frame extremely close to inside of sofa arms.

Rubber pads on legs to protect carpeting.

KROEHLER

#### ON WHY... features

Removable back—can be delivered through a 24" door opening. No lost sales on this score!



Simple lock—no moving parts! Automatically maintains correct pitch of seat platform—with or without bedding!



Bed fixture with beautiful aluminum finish.

Sleep-or-Lounge

# How to turn KROEHLER Sleep-or-Lounge features

into more T'' SALES for your store:

 Feature the Kroehler Sleep-or-Lounge in your Newspaper, Radio and TV Advertising

Tell the world that your store is the place to buy America's finest dual-purpose furniture.

2. Put up Sleep-or-Lounge Window Streamers

Remind shoppers that your store is the place to see a demonstration—and to buy.

3. Use Display Material

In your windows and in your store.

4. Demonstrate it!

"Live" action demonstrations SELL this furniture! Unlike ordinary furniture, the Kroehler Sleep-or-Lounge is a natural for demonstration selling. Let the prospect sit in it. Let the prospect open it... and lie in it! She'll sell herself!

# How to turn KROEHLER Sleep-or-Lounge features

into more SALES for your store:

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-or-Let

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